

You may be asking yourself: What is WHUS Radio? WHUS Radio is defined by the following mission statement drawn up by its staff:

*WHUS Radio strives to fulfill an active role as a source of alternative music, news, sports and informational programming. WHUS serves as a forum for a wide diversity of community, ethnic, minority and cultural interests, drawing on its staff and listeners for innovation, originality and progressiveness. Finally, WHUS wishes to provide an environment where its participants can pursue excellence in service to both The University of Connecticut and the community at large.*

What does this mean to you? You have just been acquainted with an affordable, unique way to advertise your business by supporting community radio. Because WHUS is non-commercial and cannot accept on-air advertising, WHUS's revenue comes from listener donations and local business and foundation underwriting grants. By underwriting (paying for) the production and/or broadcast costs of programming, your company can gain positive community exposure.

WHUS listeners are well-informed members of the UConn community and central and eastern Connecticut. The wide variety of special interest programming on WHUS provides contact with those who are hardest to reach through commercial broadcasting. Are your customers UConn students, professional people, decision-makers, opinion leaders? Are they women, Native Americans, Blacks or Latinos? Most likely WHUS already has a program that specifically attracts the kind of listeners you want to reach.

Listeners will know you support WHUS because the acknowledgement of your company name, location, and a brief, non-qualitative description of your products or services will tell listeners you made the broadcast possible. Most underwriters can trace this recognition to the bottom line - new and additional business in response to your support of WHUS community radio.

WHUS offers many programs which you can support. Aside from musical formats we have five newscasts a day, an intense Public Affairs schedule, and community calendars including musical and UConn events. And don't forget our intense coverage of UConn sports!

WHUS is also in the process of incredible expansion including raising our tower and increasing our power from 3200 watts to 5000 watts. We will soon reach an even larger market for your business. Join us now and reap the benefits of our expansion at the same low rate for at least two years.

Reach the audience you want to...examine the program schedule on the back of this flyer and contact me about which programs will best serve your needs. The fall schedule is filling up fast. Call now: (203) 486-4007 and we can discuss all the options. I hope to hear from you soon,

Todd Boudreau

